Games
for Windows®

Trademark

We do not claim the entire logo or the phrase "Games for Windows" as a trademark. We only claim the individual components "the Windows Vista Start Button" and "Windows" as trademarks.

Please include a trademark notice on all materials, i.e., "Windows and the Windows Vista Start Button are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries and are used under license from owner."

Usage

If you are using/promoting the platform or a Games for Windows title, you must use the Games for Windows logo. (The following applies to Promotions, Packaging, PR, Retail/POP, Advertising, Events, Online, and other collateral marketing materials such as posters, booklets, brochures, flyers, etc.)

Nomenclature

Always refer to the brand as Games for Windows—never GFW, G4W, or Games for Windows Vista.

Always refer to a title as a "Games for Windows title", not a "Games for Windows game."

Please keep in mind that Games for Windows is an adjective that describes the category, brand, and a specific group of titles which meet a certain technical standard. Games for Windows should not be used as a noun. Therefore, you should not refer to the platform on which the games are played as "Games for Windows," or say that a title is "coming to Games for Windows" or "shipping on Games for Windows." The platform on which the games are played is still Windows. (You can specify Windows XP or Windows Vista, etc.) Therefore, a title, even a Games for Windows title, is "coming to Windows" or "shipping on Windows."

Brand Signature

The Games for Windows brand signature is composed of the blue Windows Vista Start Button and Games for Windows logotype.

Vertical Full-Color Signatures

Full-Color: Preferred Vertical Signature

Full-Color: Vertical Signature over color

Full-Color: Vertical Signature black lock-up

Full-Color: Vertical Signature over blue

Horizontal Full-Color Signatures

Full-Color: Preferred Horizontal Signature

Full-Color: Horizontal Signature over color

Full-Color: Horizontal Signature black lock-up

Full-Color: Horizontal Signature over blue

Vertical 1-Color Signatures

1-Color Black: Vertical

1-Color Reversed: Vertical

Horizontal 1-Color Signatures

1-Color Black: Horizontal

1-Color Reversed: Horizontal

Logotype Signature

The Games for Windows logotype signature is composed of the Games for Windows logotype.

Vertical Colored Logotype Signatures

Games
for Windows®

Full-Color: Preferred Vertical Signature

Games
for Windows®

Full-Color: Vertical Signature over color

Horizontal Colored Logotype Signatures

Games for Windows®

Full-Color: Preferred Horizontal Signature

Games for Windows®

Full-Color: Horizontal Signature over color

Vertical 1-Color Logotype Signatures

Games
for Windows®

1-Color Black: Vertical

Games
for Windows®

1-Color Reversed: Vertical

Horizontal 1-Color Logotype Signatures

Games for Windows®

1-Color Black: Horizontal

Games for Windows®

1-Color Reversed: Horizontal

Signature Hierarchy

The full-color version of the logo should be used whenever possible. Colors should always appear as shown and may not be altered in any way.

If visibility of the blue "Games" is an issue, the full-color Windows Vista Start Button with either black or white logotype is the next preferred signature.

Logotype-only signatures should be used when reproduction methods can't reproduce a satisfactory full-color Windows Vista Start Button.

Note: Only in special circumstances should the 1-color signature be used.

Preferred Vertical Signature

Use: for all 4-color printing and screen applications
Example: advertising and merchandising

Preferred Horizontal Signature

Use: when space doesn't allow the vertical configuration
Example: Web banners and POS

All White (or Black) Logotype

Use: when the blue Games has visibility issues
Examples: merchandising and POS

Logotype Only

Use: when reproduction methods can't reproduce a satisfactory full-color button
Examples: screen printing and embroidery

All White (or Black) Logotype

Use: when the blue Games has visibility issues
Examples: merchandising and POS

Usage

Minimum size for preferred signature

The minimum size for the Games for Windows signature must have a button greater than or equal to 0.375 inches (x) in width from the left side of the button to the right side of the button. For online or interactive use, x must be greater than or equal to 27 pixels.

Clear space

When used outside of the dimensional white band, the Games for Windows signature should be surrounded by ample clear space and featured in uncluttered environments so that it does not compete with any other graphics.

Always maintain a clear space equal to height of the "f" in "for" on all sides of the start button.

Use over images

The logo may be printed on a photographic background, provided the background does not interfere with the legibility of the signature.

The preferred version of the Games for Windows signature uses the full-color symbol along with blue and white (or black) logotype. This version should be used most frequently to establish and reinforce the brand equity.

The 1-color version may be used only when circumstances prevent the use of the preferred full-color signature (silk-screening, etching/ingraving, embroidery, and embossing).

Minimum Size

X = print (0.375 in); online (27 pixels)

Clear Space

X = height of "f"

Use Over Images

Blue and black type over brand graphic

White type over brand graphic

Black type over photography

White type over photography

Blue and white type over brand graphic

1-color signature over color

Do Nots

When using the Games for Windows signature, remember that it should be used only as shown within these guidelines and must not be recombined with other elements, recreated or manipulated in any way.

The signature only appears inside the white dimensional band or a white background, as seen on the examples below.

Do nots (left to right, per row)

- Do not change the size of the Windows Vista Start Button
- Do not change the position of the Windows Vista Start Button
- Do not change the font
- Do not manipulate the Windows Vista start button elements
- Do not use a different symbol
- Do not distort the signature
- Do not rearrange the logotype elements
- Do not change the lock-up colors
- Do not change the Windows Vista Start Button color
- Do not use the Windows Vista Start Button without the lock-up

Fonts and Colors

Fonts

Games for Windows uses fonts from the Microsoft Segoe font family. Segoe Regular and Segoe Bold are the preferred weights.

Segoe Condensed fonts may be used when space is an issue (e.g., on packaging).

Colors

Games for Windows uses Microsoft Blue. The two support colors, PMS Cool Gray 5 and Cool Gray 9, are for type.

Primary Fonts

Use these first

Segoe Regular	Segoe Bold
abcdefgh	**abcdefgh**
ABCDEFG	**ABCDEFG**
12345678	**12345678**

Secondary Fonts

Primary fonts must be present

Segoe Condensed	Segoe Condensed Bold
abcdefgh	**abcdefgh**
ABCD1234	**ABCD1234**

Primary Colors

PMS 279
C70 M30 Y0 K0
R255 G51 B0

PMS COOL GRAY 5
C15 M9 Y8 K22
R174 G179 B181

PMS COOL GRAY 9
C29 M23 Y16 K51
R132 G133 B137

Graphic Elements

The brand's look and feel is made up of four major graphic elements: the Game Flare, the Path, the Echo, and the Background Gradient.

- **The Game Flare is primary**
- **The Path is secondary**
- **The Echo is tertiary**
- **The Background Gradient provides a consistent backdrop**

When all four elements are combined, it's called the Path of Play. The Path of Play creates an engaging and unique arrangement, capturing the essence of the Games for Windows brand: never-ending fun. It is the recommended composition for brand communications.

The following pages outline guidelines for each of the four major graphic elements and the Path of Play. For specific usage questions or further direction, please contact Mark Brown at mabrow@microsoft.com.

Game Flare
(Shown with
gray background
for visibility)

Path

Echo

Background Gradient
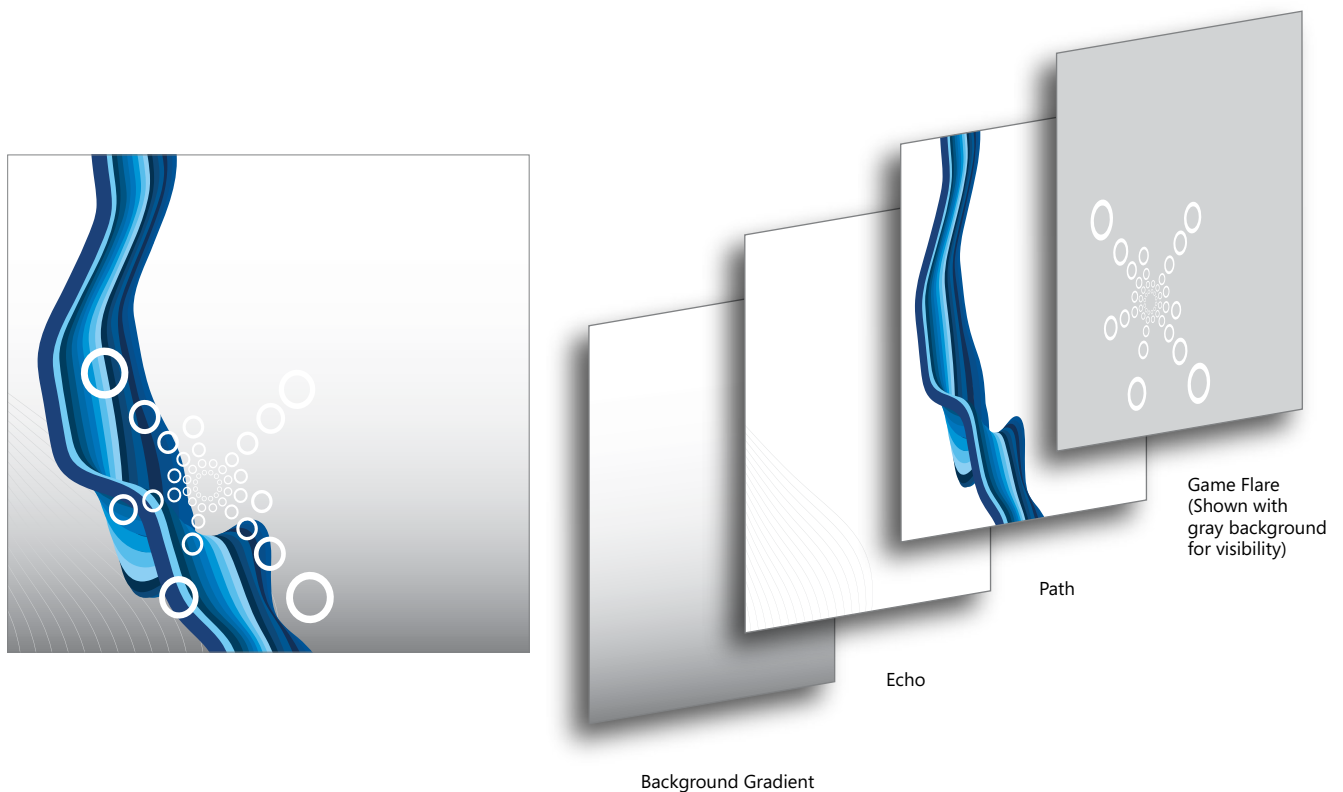
Game Flare

The Game Flare is open, inviting, energetic, and fun. As a grouping of dynamic circles, it is meant to draw people into the Games for Windows experience by acting as a focal point or spotlight. The Game Flare can visually be represented in multiple ways and should always be present when the brand is being graphically represented.

Color Usage

The Game Flare is primarily used as white and knocked out of the Background Gradient. For promotional use, the Game Flare can be used as a stand-alone graphic.

The Game Flare knocked out of the Background Gradient
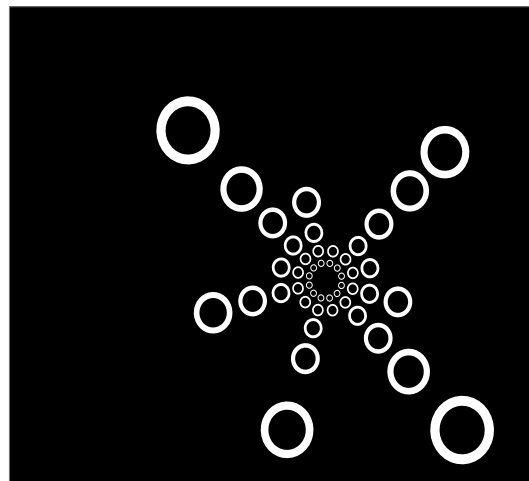
The Game Flare knocked out of 100% black
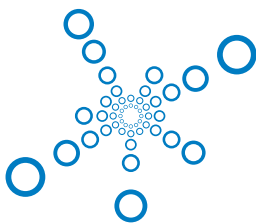
The Game Flare with the use of Pantone 285 c
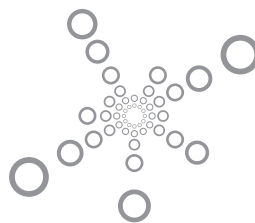
The Game Flare with the use of 50% black

Do Nots
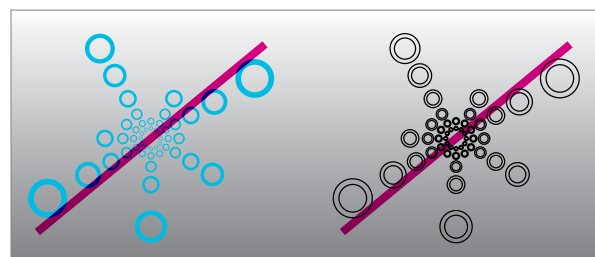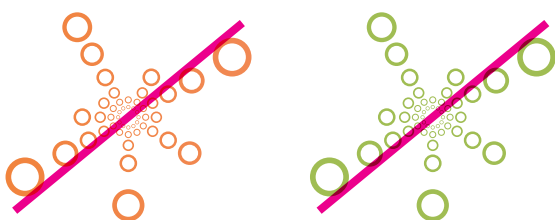
Path

The Path represents a fluid ribbon of energy with no beginning and no end. It symbolizes the continuous and always-evolving world of game play experienced by multiple audiences through multiple games. It is the secondary graphic element.

Color Usage
The Path should only be used with a blue color palette.

Bleed
The Path is serendipitous. For consistency, it should always bleed off the edges of whatever medium it is applied to.
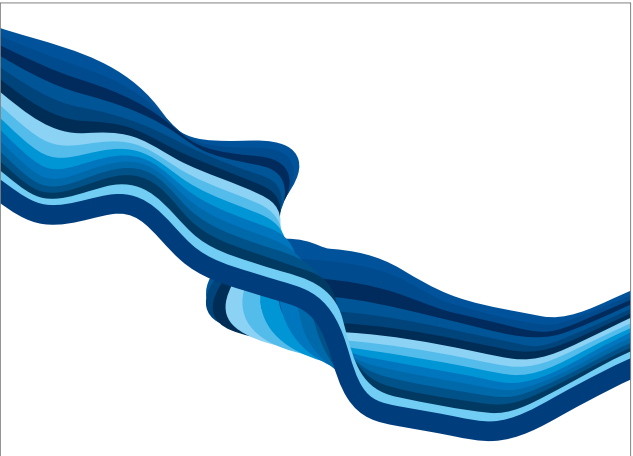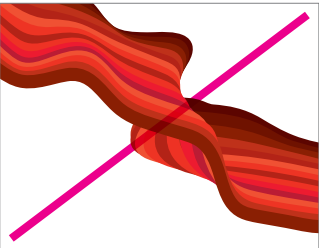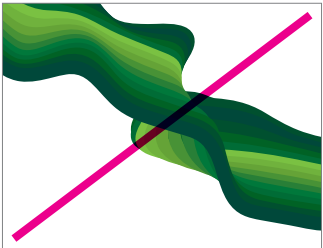

The Path

	Pantone	CMYK
	Pantone 287	c=100 m=68 Y=0 K=12
	Pantone 288	c=100 m=67 y=0 k=23
	Pantone 289	c=100 m=64 y=0 k=60
	Pantone 294	c=100 m=58 y=0 k=21
	Pantone 295	c=100 m=57 y=0 k=40
	Pantone 296	c=100 m=46 y=0 k=70
	Pantone 2905	c=41 m=2 y=0 k=0
	Pantone 2925	c=85 m=24 y=0 k=0
	Pantone 2935	c=100 m=46 y=0 k=0
	Pantone 2945	c=100 m=45 y=0 k=14
	Pantone 2955	c=100 m=45 y=0 k=37
	Pantone 2965	c=100 m=38 y=0 k=64
	Pantone 297	c=49 m=1 y=0 k=0
	Pantone 281	c=100 m=72 y=0 k=32

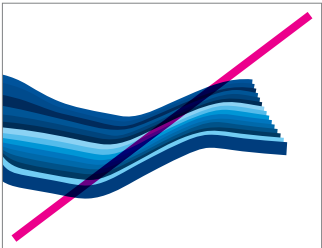The Path colors — Pantone — 4 color process

Do Nots

Do Not change the Path colors

Do Not change the Path colors

Do Not show the end of the Path

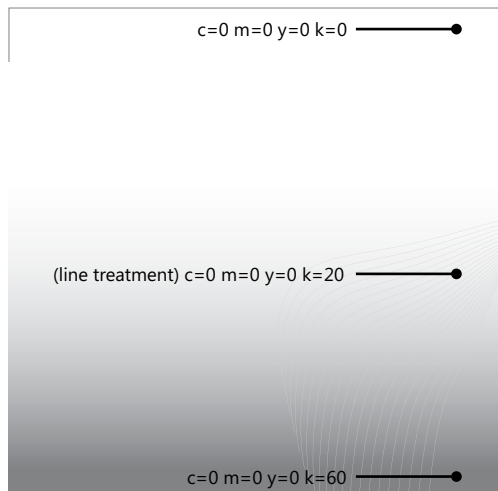# Echo and Background Gradient

Echo

The Echo is a collection of lines that mirror the direction of the Path and act as a reverberation to its energy. It is a tertiary element.

- The lines are movable and can be adjusted to compliment the path but should always be placed underneath the Path.
- The Echo lines should start from the darkest area of the Background Gradient and transition from white to gray as the Gradient gets lighter.
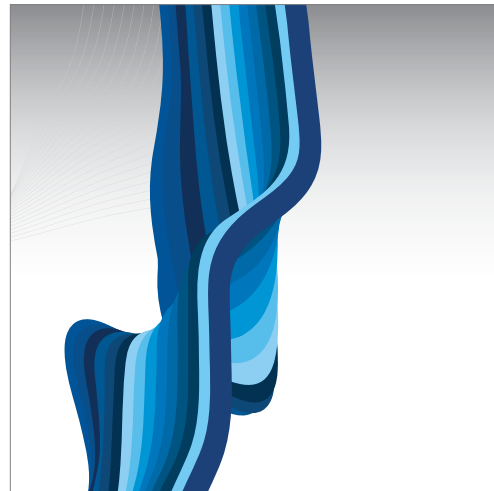
Background Gradient

The Gradient is a textural backdrop providing both dimension and white space.

- The Background Gradient should always be used, unless it is applied to a material that cannot successfully reproduce a printed gradient.

c=0 m=0 y=0 k=0

(line treatment) c=0 m=0 y=0 k=20

c=0 m=0 y=0 k=60

Background Gradient, white to gray, with Echo lines

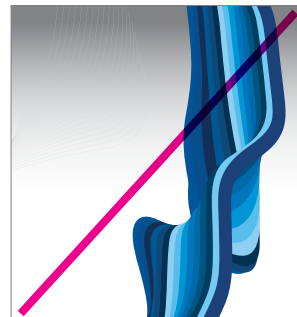Background Gradient, gray to white, with Echo and Path

Do Nots

Do Not use the gradient horizontally

Do Not use Echo lines in white area

Echo and Path must overlap

Path of Play

The Path of Play is the grouping of the four major graphic elements. Its arrangement allows the elements to live in harmony while maintaining their own visual expression. It is the recommended composition for brand communications.

In the Path of Play composition, the main element is the Path.
- Various degrees of size and cropping may be used as long as the Path remains the primary visual element.
- Use it as the starting point for your graphic layout.

The white accent Game Flare acts as a focused connection point along the Path.
- It can be placed in any spot along the Path as long as it is purposeful and compliments other graphic elements.
- No more than one Game Flare can be used in a Path of Play.

The Echo is a collection of lines representing a ricochet of energy coming off the Path.
- The Echo should never compete with other elements and should not be used without the Background Gradient.

The Path of Play should not be used as a centering or dividing device for other graphic elements, photos, illustrations, or type.

Sample Graphics
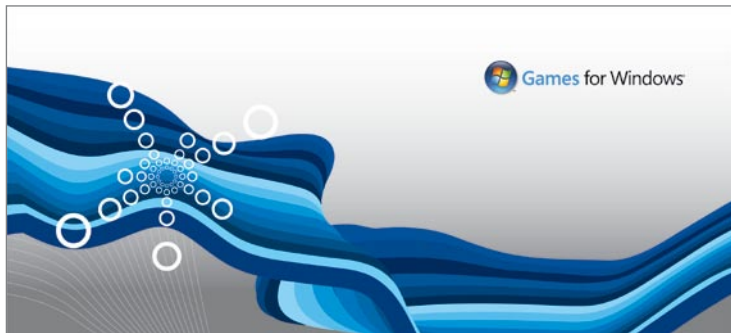
Note: If the Games for Windows logo is placed towards the bottom, the gradient should run from top to bottom.

Sample Graphics

These are potential examples of how the Path of Play can be extended in retail and event graphics.


NOTE: Images are for reference only and intended solely for internal use in comping and private presentation. They may not be used as final artwork for reproduction (such as a final advertising image or an image used in an online or print publication).

Swag

The Path of Play may be applied to promotional material without the use of the Game Flare.

The Path and Game Flare can be used alone on items that are strictly promotional. This is not recommended for advertising or point-of-sale.
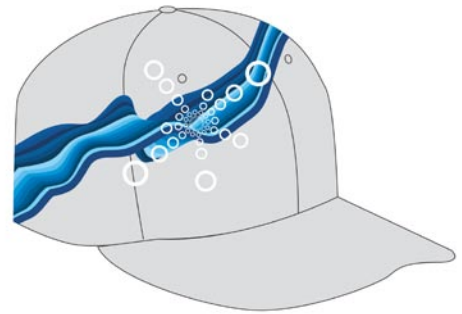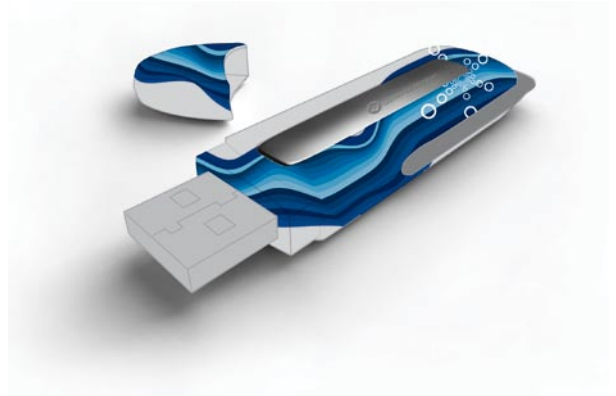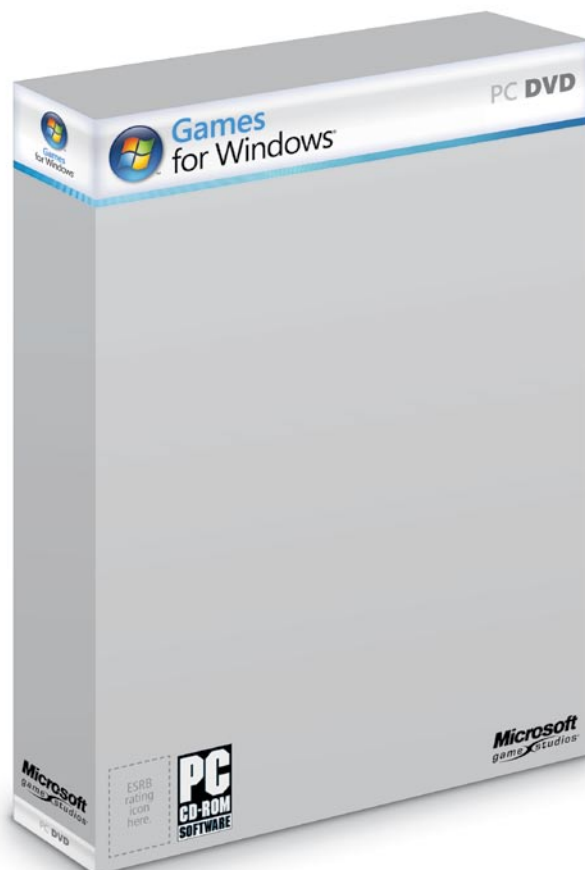
Packaging

The newly created Games for Windows packaging template is the first part of a full visual kit of parts that will:

- Define Games for Windows, not PC or computer gaming, as the category in retail

- Excite consumers about Windows® as a gaming platform

- Generate additional launch excitement and accentuate the technological advances in Windows Vista that give PC gaming new dimensions

- Unify marketing communications, point-of-sale messaging and the perceptions of the gaming community with consistent Games for Windows visuals—tying games, accessories and services together

- Promote Games for Windows–branded titles as the games that deliver a better, safer, simpler, and more fun experience

Dimensional White Band

The preferred backdrop for the Games for Windows brand signature is the Windows Vista dimensional white band. This dimensional white band is only to be used on packaging.

A solid white background is also acceptable. Please refer to signature color guidelines in this document for all other instances.

The Games for Windows signature should always be positioned inside the branding bar with equal clear space on top, bottom, and the left side. This clear space is the distance between the start button and the "f."
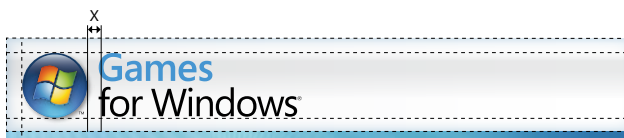
Dimensional White Band

With format label—for front of box

Without format label—for other uses

Branding Bar Signature Positioning

X = distance from the right edge of the start button to the left vertical stroke of the "f"

Do Nots

Box Spine Signature

This box spine signature only appears on the top of the spine of game boxes. It also appears only inside the dimensional white band, as seen on the examples below. Depending on the box size, the width of the white dimensional band may vary.

Box Spine Signatures

International spine

North American spine

Box Spine Minimum Size

X = print (0.375 in); online (27 pixels)

Box Spine Format Indicators

Spine format indicator for CD

Spine format indicator for DVD

Third-Party Guidelines

Games for Windows logo and packaging template

Only the new Games for Windows logo and template may be used; no prior Games for Windows brandings may be used in any context.

The Games for Windows logo and template may be used with title-specific offerings only when the title qualifies and has been verified as a Games for Windows product. The packaging of those titles should include a brand bar and be constructed according to the provided templates. In advertisements and other marketing communications, only the logo should be used, not the full brand bar. The logo should be used anywhere the platform is being promoted, directly adjacent to or replacing the PC-DVD/PC-CD logo.

In multiple-title communications, some of the titles shown must be qualifying Games for Windows products in order for the Games for Windows brand to be used as an "umbrella" for the communication. If there are no qualifying titles, Games for Windows branding cannot be used.

When marketing hardware (joysticks, etc.), keep in mind that no verification process yet exists for non-software product offerings, and so, no Games for Windows brand elements should be used when selling hardware independent of software. However, "umbrella" branding may be appropriate if the hardware offerings are presented alongside qualifying Games for Windows titles as part of a cohesive package.
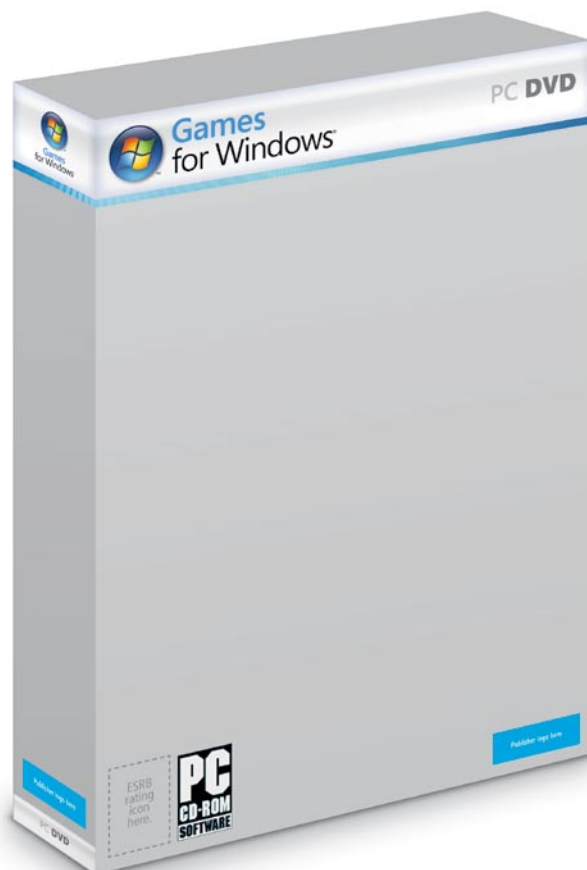
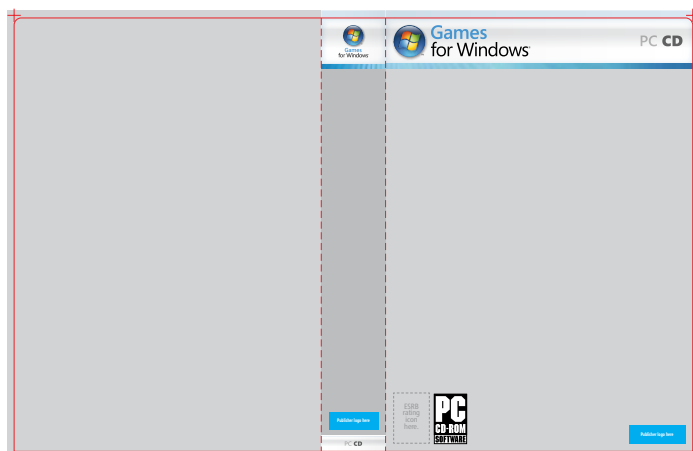# Packaging Template— Front & Spine

Branding bar placement

Please refer to the examples below for correct placement of the Games for Windows elements.
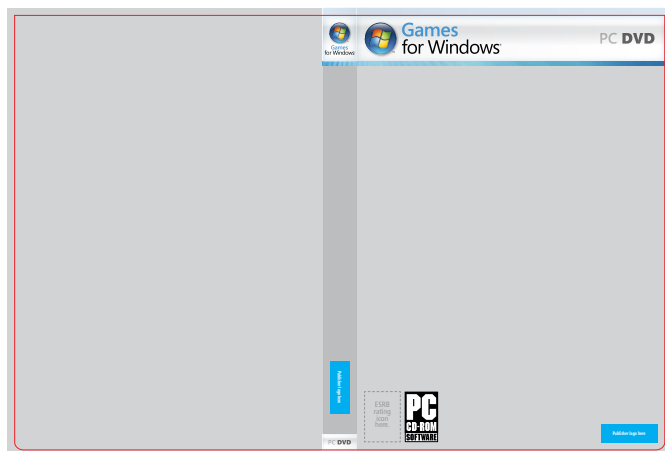
Spine format indicator

The packaging templates include a format indicator graphic for the spine. This graphic is only to appear on the packaging's spine.

The back of the box is currently being updated.

North American Box
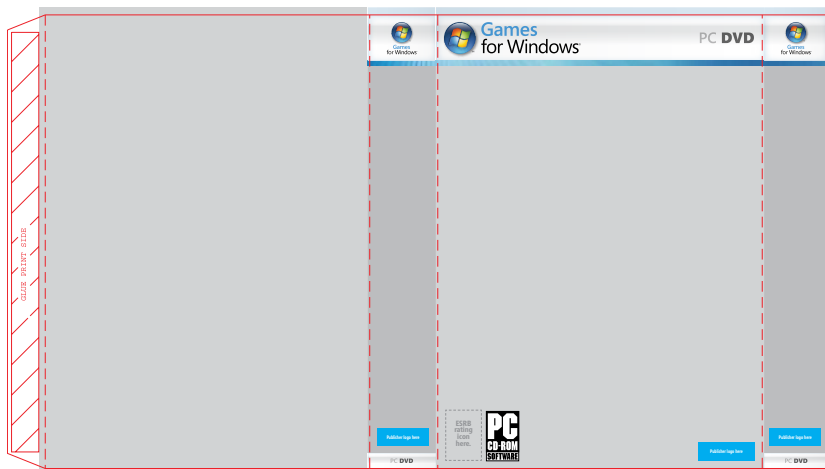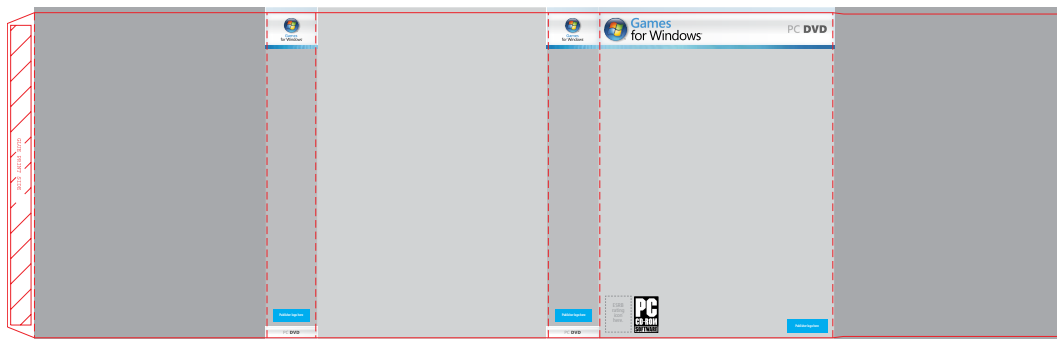

International Box

Box Sleeve Templates
—Front & Spine

Please refer to the examples below for correct placement of the Games for Windows elements. The back of box is currently being updated.
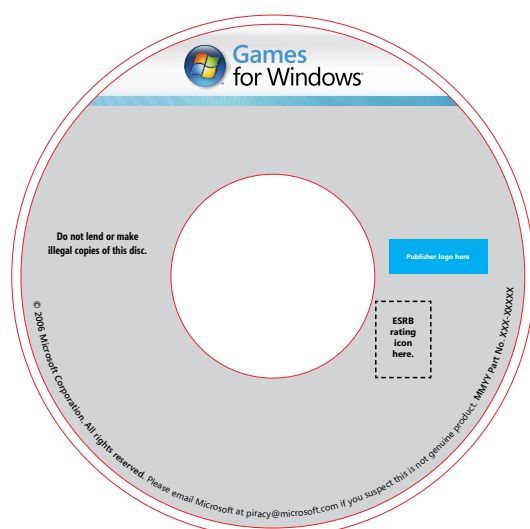
Box Sleeve

Box Sleeve with Flap

CD/DVD Branding Bar Placement

Please refer to the examples below for correct placement of the Games for Windows elements.

CD/DVD

Games
for Windows

Do not lend or make
illegal copies of this disc.

Publisher logo here

ESRB
rating
icon
here.

© 2006 Microsoft Corporation. All rights reserved. Please email Microsoft at piracy@microsoft.com if you suspect this is not genuine product. MMYY Part No. XXX-XXXXX

4-color plus white

Games
for Windows

Do not lend or make
illegal copies of this disc.

Publisher logo here

ESRB
rating
icon
here.

© 2006 Microsoft Corporation. All rights reserved. Please email Microsoft at piracy@microsoft.com if you suspect this is not genuine product. MMYY Part No. XXX-XXXXX
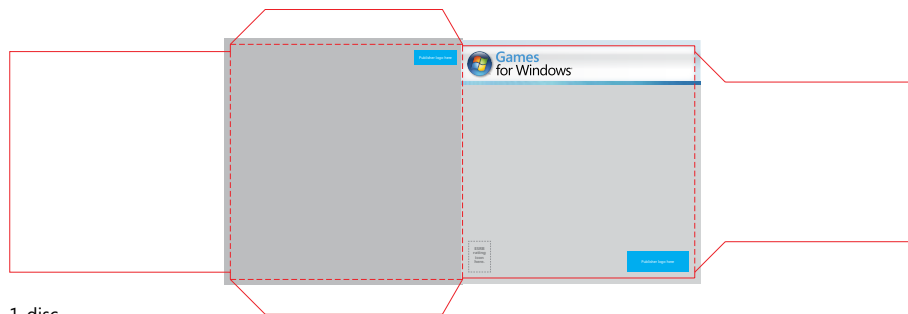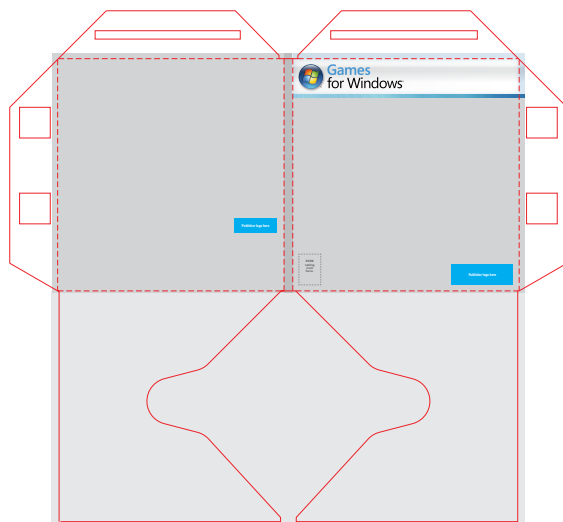
1-color plus white

CD/DVD Envelope Templates

Please refer to the examples below for correct placement of the Games for Windows elements.
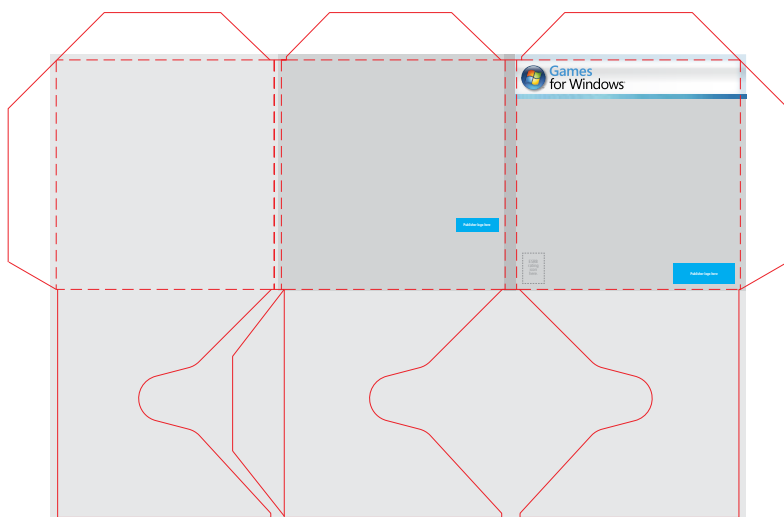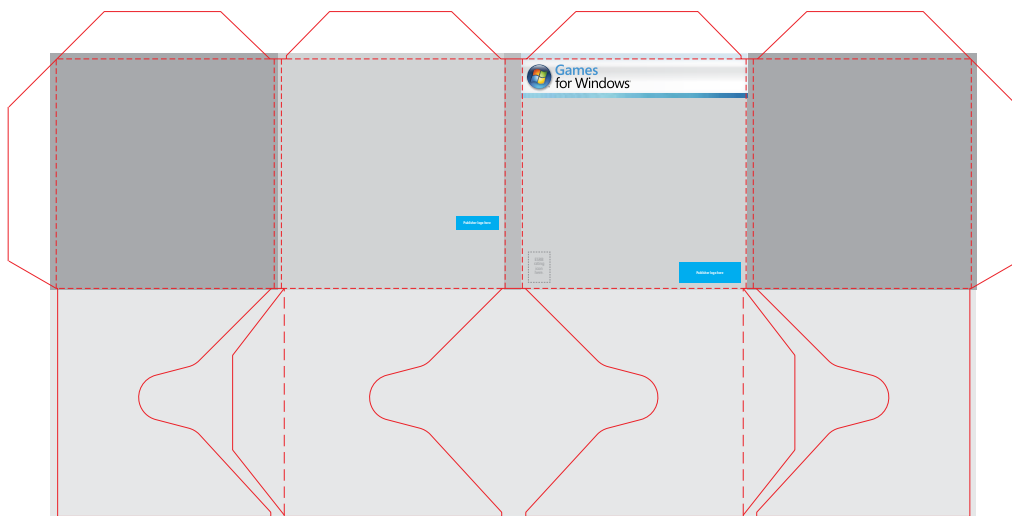
CD/DVD Envelope

1-disc

2-disc

CD/DVD Envelope Templates (cont.)

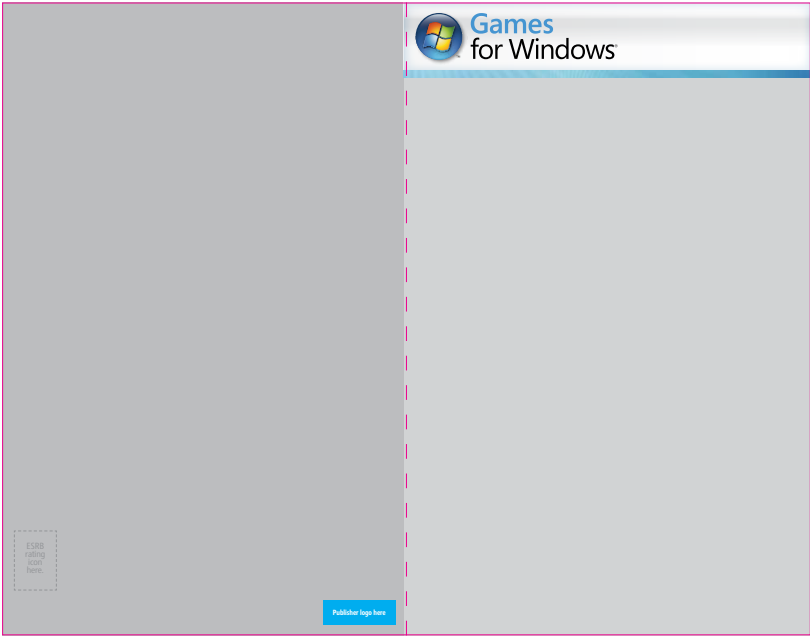Please refer to the examples below for correct placement of the Games for Windows elements.

3-disc

4-disc

Game Manual
Cover Template

Please refer to the examples below for correct
placement of the Games for Windows elements.

Game Manual Cover

Print Ad Logo Placement

Preferred placement

When possible, white space should be used around the Games for Windows logo to protect it from competing with art/photography.

Please use a white band flush with the top, while the "PC" icon and publisher logos live at the bottom. If the "PC" icon is not needed, a white band may be placed at the bottom, with the publisher logos contained inside and justified to the right.

The dimensional white band is only to be used in packaging. This is a separate art element. Please refer to the example below for visual reference.

When white space around the logo cannot be established, or when the logo is treated with multiple other logos, please maintain the proper color and clear space rules already established in this document. Please refer to the example below for visual reference.

Game Print Ad